

Ditch. Dare. Do!: 3D Personal Branding for Executives

By William Arruda, Deb Dib

Download Read Online

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib

Personal branding is today's killer app and must-have skill for career-minded leaders, executives, their teams, and their companies.

Why? In today's new world of work every executive is a contract player, every company needs strongly branded employees, no one has any time--and traditional career management just doesn't work.

What does work? Personal branding--and Ditch. Dare. Do! leads the charge with executive branding revolutionized for the time intensive, rapidly evolving 21st century workplace.

Ditch. Dare. Do! is filled with fast, fun, furious branding--66 bold and brief tips designed for today's 24/7 schedules and dwindling attention spans. It's the definitive (and irreverent) career and corporate success plan for defining, aligning, and living the power of brand--with an action plan that can be executed in 9 minutes a day!

Challenging long-held assumptions and habits, the authors dare the reader with a "ditch" (a mindset that must be shattered), a "dare" (a challenge to up their game), or a "do" (a critical action that must be taken to ensure success).

Although Ditch. Dare. Do! is revolutionary, it's also evolutionary--the next-generation of time-tested Reach Personal Branding methodology developed by author William Arruda (dubbed "Personal Branding Guru" by Entrepreneur), and used by Fortune companies, leading universities, and hundreds of Reach's Certified Personal Branding Strategists worldwide for more than a decade.

Executives (indeed anyone building a career) who follow this proven "GPS for success" will advance faster, support the corporate brand, deliver greater value to their companies--and become influential, indispensable, and incredibly happy at work

Download Ditch. Dare. Do!: 3D Personal Branding for Executi ...pdf

Read Online Ditch. Dare. Do!: 3D Personal Branding for Execu ...pdf

Ditch. Dare. Do!: 3D Personal Branding for Executives

By William Arruda, Deb Dib

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib

Personal branding is today's killer app and must-have skill for career-minded leaders, executives, their teams, and their companies.

Why? In today's new world of work every executive is a contract player, every company needs strongly branded employees, no one has any time--and traditional career management just doesn't work.

What does work? Personal branding--and Ditch. Dare. Do! leads the charge with executive branding revolutionized for the time intensive, rapidly evolving 21st century workplace.

Ditch. Dare. Do! is filled with fast, fun, furious branding--66 bold and brief tips designed for today's 24/7 schedules and dwindling attention spans. It's the definitive (and irreverent) career and corporate success plan for defining, aligning, and living the power of brand--with an action plan that can be executed in 9 minutes a day!

Challenging long-held assumptions and habits, the authors dare the reader with a "ditch" (a mindset that must be shattered), a "dare" (a challenge to up their game), or a "do" (a critical action that must be taken to ensure success).

Although Ditch. Dare. Do! is revolutionary, it's also evolutionary--the next-generation of time-tested Reach Personal Branding methodology developed by author William Arruda (dubbed "Personal Branding Guru" by Entrepreneur), and used by Fortune companies, leading universities, and hundreds of Reach's Certified Personal Branding Strategists worldwide for more than a decade.

Executives (indeed anyone building a career) who follow this proven "GPS for success" will advance faster, support the corporate brand, deliver greater value to their companies--and become influential, indispensable, and incredibly happy at work

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib Bibliography

- Sales Rank: #468774 in eBooks
- Published on: 2013-04-23
- Released on: 2013-04-23
- Format: Kindle eBook

Download Ditch. Dare. Do!: 3D Personal Branding for Executi ...pdf

Read Online Ditch. Dare. Do!: 3D Personal Branding for Execu ...pdf

Download and Read Free Online Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib

Editorial Review

Review
"William Arruda and Deb Dib understand personal branding better than anyone. In this invaluable guide, they lay out the essential points in quick, actionable tips that will allow readers to develop their own personal brands--for greater effectiveness and satisfaction at work."

***Gretchen Rubin**, author of the New York Times #1 bestsellers The Happiness Projectand Happier at Home*

"Did you know that 9 minutes a day, 5 days a week, adds up to nearly 40 hours -- one workweek -- over the course of a year? Nine minutes is not very much time, but according to the authors of Ditch, Dare, Do, that's all you need to make a significant difference in your life. This book is packed with quick-execute tips that will help you identify what you stand for, what you're good at, and what you want to be remembered for, and then make the most of that information in your career. This book issues a rousing challenge -- are you up for it?"
***Daniel H. Pink**, author of Drive and A Whole New Mind*

"With wisdom and wit, personal branding pioneers William Arruda and Deb Dib have evolved the best of executive branding into dynamic actions and strategies that tame today's frenetic workplace, transforming it into an opportunity-rich, brand-building environment for professionals seeking more success and personal fulfillment."
***Marshall Goldsmith,** New York Times bestselling author of MOJO and What Got You Here Won't Get You There*

"Ditch. Dare. Do! helps you get career clarity, gain momentum, and make success your new norm."
Martin Yate, New York Times Bestselling Author of the *Knock 'em Dead* series of career books.

"You won't find anyone who knows more about branding than William Arruda. And his new book, Ditch. Dare. Do!, will ensure YOU decide how you're known in the world -- and make it happen fast. Buy a copy for everyone in your organization."
Michael Port, NY York Times bestselling author of *Book Yourself Solid Illustrated*

From the Author

We wrote *Ditch. Dare. Do!* for you--today's executive--because we know that security and momentum come not from job search, but from building an authentic branded reputation that attracts right-fit opportunities. And we wrote it because we know that your company's success increasingly depends upon you, and all employees, to be branded. From our work with thousands of executives like you, we know that personal branding lets you show the world your best self, personal branding is the single best way to become happier and more successful, and branding yourself will make your company more successful too. We also know that you likely don't have the personal branding skills or time to make any of that happen. So we wrote *Ditch. Dare. Do!* for you!

From the Inside Flap
The only employment insurance is a strong personal brand!
Although relevant to job seekers, *Ditch. Dare. Do!* was written for executives working inside organizations who want to expand their success, have fun doing it, and never again scramble to achieve a coveted promotion, land a great position, or transition to a dream career. It acknowledges that we all spend so much time working *in* our careers that we have little time to work *on* them--and it provides 66 practical tips for changing that in as few as 9 minutes a day of focused action. Readers who "ditch" old mindsets, "dare" to take risks to up their game, and "do" critical actions that must be accomplished, will uncover and project a uniquely powerful personal brand--today's key to influence and happiness.

Users Review

From reader reviews:

Daniel McCullough:

Book is actually written, printed, or descriptive for everything. You can recognize everything you want by a guide. Book has a different type. We all know that that book is important factor to bring us around the world. Close to that you can your reading talent was fluently. A guide Ditch. Dare. Do!: 3D Personal Branding for Executives will make you to become smarter. You can feel far more confidence if you can know about anything. But some of you think in which open or reading the book make you bored. It is not make you fun. Why they may be thought like that? Have you searching for best book or ideal book with you?

Donald Perkins:

As we know that book is significant thing to add our knowledge for everything. By a e-book we can know everything we wish. A book is a group of written, printed, illustrated or maybe blank sheet. Every year ended up being exactly added. This publication Ditch. Dare. Do!: 3D Personal Branding for Executives was filled regarding science. Spend your time to add your knowledge about your scientific research competence. Some people has different feel when they reading the book. If you know how big benefit of a book, you can really feel enjoy to read a book. In the modern era like now, many ways to get book that you wanted.

Matthew Simons:

That publication can make you to feel relax. That book Ditch. Dare. Do!: 3D Personal Branding for Executives was colourful and of course has pictures around. As we know that book Ditch. Dare. Do!: 3D Personal Branding for Executives has many kinds or type. Start from kids until teens. For example Naruto or Private eye Conan you can read and think that you are the character on there. Therefore not at all of book are make you bored, any it can make you feel happy, fun and rest. Try to choose the best book in your case and try to like reading in which.

Johnny Sutton:

As a student exactly feel bored in order to reading. If their teacher inquired them to go to the library as well as to make summary for some guide, they are complained. Just little students that has reading's heart and soul

or real their leisure activity. They just do what the teacher want, like asked to go to the library. They go to at this time there but nothing reading critically. Any students feel that reading is not important, boring and can't see colorful pics on there. Yeah, it is to get complicated. Book is very important to suit your needs. As we know that on this period, many ways to get whatever you want. Likewise word says, ways to reach Chinese's country. Therefore , this Ditch. Dare. Do!: 3D Personal Branding for Executives can make you sense more interested to read.

Download and Read Online Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib #6Y0DGZ1NI52

Read Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib for online ebook

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib books to read online.

Online Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib ebook PDF download

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib Doc

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib Mobipocket

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib EPub